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Breakenridge's Social Media and Public Relations: Eight New Practices for the PR Professional. The industry is in turmoil, as the digital era begins to settle and PR is looking for a home among marketing, content, and social media. Breakenridge breaks down eight areas to focus on for both career and business growth, including research, reputation, collaboration, and most importantly

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Putting the Public Back in Public Relations: How Social ...

This Element is an excerpt from *Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR* (ISBN: 9780137150694) by Brian Solis and Deirdre Breakenridge.

Public Relations Foundations: Media Training - LinkedIn

Course Transcript - Welcome to media training. I'm Deirdre Breakenridge and I've been teaching, consulting, and writing about public relations for over 25 years.

Putting the Public Back in Public Relations: How Social ...

A 20+ year veteran in PR and marketing, she is the author of five FT Press books including her latest titles, *Social Media and Public Relations: Eight New Practices for the PR Professional*, *Putting the Public Back in Public Relations*, and *PR 2.0: New Media, New Tools, New Audiences*.

Social Media and Public Relations: Eight New Practices for ...

Description In this concise, focused, action-oriented book, industry thought leader Deirdre Breakenridge teaches and demonstrates the eight new skills and mindsets PR/marketing pros need to build brands and engage customers in a social world.